



Room for Debate

*Marketing Pros Take on
the Hot Topics of the Day*

Our Panelists

- **Greg Benson:** Senior Director, Marketing
GREYSTAR
- **Virginia Love:** Vice President, Leasing & Marketing
WATERTON
- **Jennifer Staciokas:** Senior Vice President, Marketing & Training
PINNACLE
- **B. Kevin Thompson:** Senior Vice President, Marketing
BELL PARTNERS

Grounds Rules for the Debate

1. Each team has 5 minutes to make their case for each topic.
2. The view expressed by the panelists are not necessarily the view of their respective companies. In fact, they may not even be the views of the panelists, because we asked them to play devil's advocate in some cases.



3. No snarky comments.
4. Attack the argument not the debater.
5. Do not use ad hominems.
6. No cussin'.
7. No spittin'.
8. No punchin' or other physical contact.

Question #1

*Is social media worth
the investment?*

NO: Greg and Kevin

YES: Jennifer and Virginia

2013 NMHC/Kingsley Survey

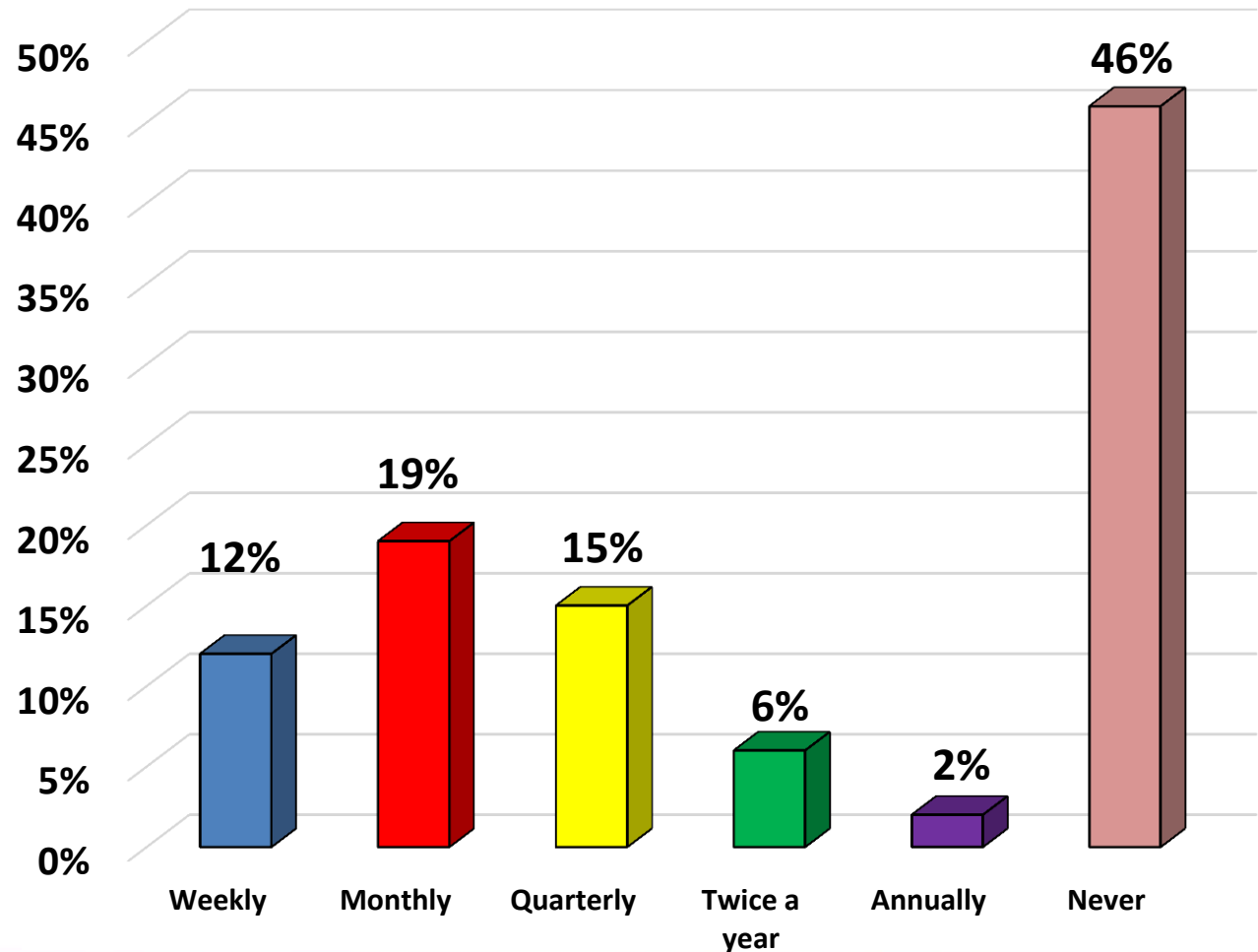
Do you expect
your
community to
have a
community-
specific
Facebook
page?

YES – 29.8%

NO – 70.2%

2013 NMHC/Kingsley Survey

How often would you check the Facebook page?



2013 NMHC/Kingsley Survey

Would you engage in the Facebook page (i.e. post questions or comments or respond to other posts?)

Yes, frequently - 8.5%

Yes, infrequently – 29.9%

No – 61.6%

Facebook engagement inversely related to annual household income:

Figure 5



Audience Poll #1

(Owners, Managers, Developers only.)

Are you using social media for marketing and communications?

- a. More than last year
- b. Less than last year
- c. About the same as last year
- d. We don't use social media
- e. I don't know
- f. None of the above

Audience Poll #2

(Suppliers only.)

Are you using social media for marketing and communications?

- a. More than last year
- b. Less than last year
- c. About the same as last year
- d. We don't use social media
- e. I don't know
- f. None of the above

Question #2

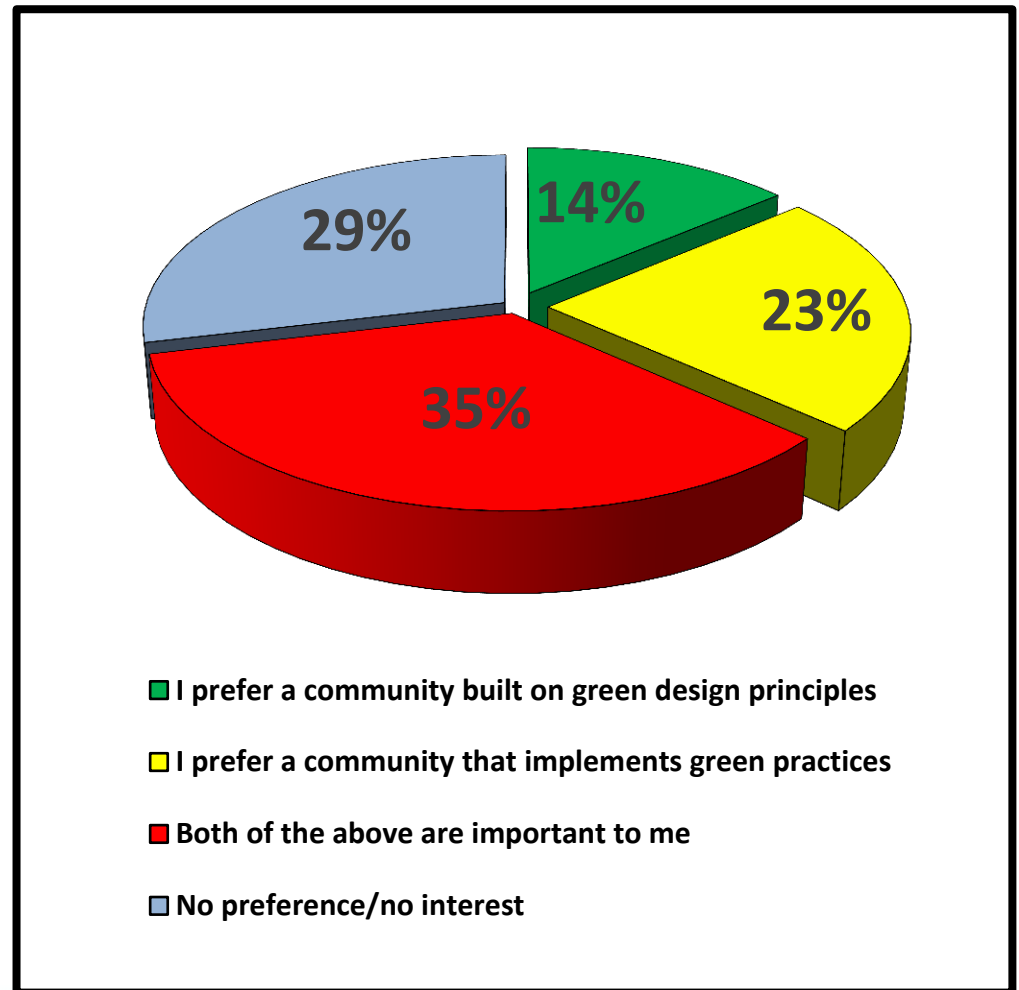
Is a “green” community worth the investment?

NO: Jennifer and Virginia

YES: Greg and Kevin

2013 NMHC/Kingsley Survey

Which of the following best describes how you feel regarding green practices or sustainability?



Audience Poll #3

(Owners, managers, developers only.)

With regard to green amenities and communities, do you believe residents:

- a. Want them and will pay higher rent
- b. Want them, but will not pay higher rent
- c. Don't care
- d. None of the above

Question #3

*Is a call center worth
the investment?*

NO: Jennifer and Virginia

YES: Greg and Kevin

Call Center Options



- All calls go through the call center
- Call center only picks up if no one is available to answer

Audience Poll #4

(Owners, Managers, Developers only.)

Do you use a call center?

- a. Yes, at some or all properties for after-hours calls
- b. Yes, at some or all properties for all calls
- c. Yes, we use a combination of A and B
- d. No, we don't use call center

Lightning Round



*What's the best lead
generation payment model?*

What's the best lead generation payment model?



1. Subscription:

VIRGINIA

2. Pay Per Tour:

GREG

3. Pay Per Performance:

KEVIN

4. Pay Per Lead:

JENNIFER

Final Audience Polling Question For Everyone

Who won the overall debate?

1. Women



2. Men



Audience Questions